



## DECLARATION AND POWER OF ATTORNEY

As the below named inventor, I hereby declare that:

My mailing address and citizenship are as stated below next to my name.

I believe that I am the original, first and sole inventor of the subject matter which is claimed and for which is sought on the invention entitled:

### SYSTEM AND METHOD FOR SEGMENTING AND TARGETING AUDIENCE MEMBERS

for which application for Letters Patent of the United States, including specification, claims, and drawings, was filed in the United States Patent Office on September 25, 2003.

I hereby state that I have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclose information which is material to patentability as defined in Title 37, Code of Federal Regulations, § 1.56.

I hereby claim foreign/provisional priority benefits under Title 35, United States Code, § 119 of any foreign/provisional application(s) for patent or inventor's certificate listed below and have also identified below any foreign/provisional application for patent or inventor's certificate having a filing date before that of the application on which priority is claimed:

Prior Foreign/Provisional Application(s)

Priority Claimed

60/491,521  
(Number)

U.S  
(Country)

8/1/03  
(Day/Month/Year Filed)

Yes  
Yes/No

I hereby claim the benefit under Title 35, United States Code, § 120 of any United States application(s) listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application in the manner provided by the first paragraph of Title 35, United States Code, § 112, I acknowledge the duty to disclose information which is material to patentability as defined in Title 37, Code of Federal Regulations, § 1.56 which became available between the filing date of the prior application and the national or PCT international filing date of this application:

\_\_\_\_\_  
(Application Serial No.)

\_\_\_\_\_  
(Filing Date)

\_\_\_\_\_  
(Status)

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

POWER OF ATTORNEY: As named inventor, I hereby appoint the following attorneys and/or agents to prosecute this application and transact all business in the Patent and Trademark Office connected therewith: David R. Yohannan, Reg. No. 37,480; Christopher M. Tobin, Reg. No. 40,290; John N. Coulby, Reg. No. 43,565; Mark W. Rygiel, Reg. No. 45,871; Seth Watkins, Reg. No. 47,169; and Greg Murphy, Reg. No. 52,494.

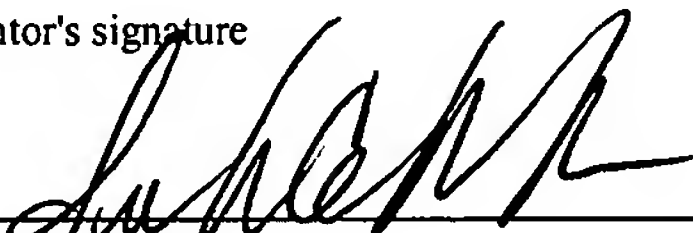
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3/25/2004

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